

SEO (Search Engine Optimization)

SEARCH ENGINE OPTIMIZATION

1. SEO INTRODUCTION

- Brief on Search Marketing
- Importance of SEO
- White/Black hat techniques
- SEO Industry Research, Figures
- What is SEO
- SEO Process
- Search Engines and Directories
- How Search Engine works

2. SEO RESEARCH & ANALYSIS

- Market Research

- Keyword opportunity
- KEI Analysis
- Tools available for Keyword Research
- Keyword Research and Analysis
- Competitors Website Analysis
- How to Choose Best Keywords

3. WEBSITE DESIGN SEO GUIDELINES

- Content Research
- Content Optimization
- HTML Coding Optimization & Standards
- Content Guidelines
- Design & Layout
- XML Sitemap / URL List Sitemap

4. ON-PAGE OPTIMIZATION

- The Page Title
- Headings
- Domain Names & Suggestions
- Images and Alt Text
- Internal Link Building
- Invisible Text
- Robots Meta Tag
- 301 Redirects
- Duplicate content
- Body Text & Keyword Density
- Bold Text
- Meta Tags
- Link Titles
- The Sitemap
- Server and Hosting Check
- Doorway Pages
- 302 Redirects

5. OFF-PAGE OPTIMIZATION

- Page Rank
- Link Building in Detail
- Links Exchange
- Posting to Forums
- Blog Submission
- RSS Feeds Submissions
- Landing Page Optimization
- Directory Submission Checklist
- Competitor Link Analysis
- Link Popularity
- Articles

- Reciprocal Linking
- Directory Submission
- Submission to Search Engine
- Press Release Submissions
- Campaign Management
- Forum Link Building

6. ANALYTICS

- Google Analytics
- How to Study Google Analytics
- How Google Analytics can Help SEO
- Webmaster Central & Yahoo! Site Explorer
- Website Analysis using various SEO Tools available
- Installing Google Analytics
- Interpreting Bars & Figures
- Advanced Reporting
- Open Site Explorer

7. SOCIAL MEDIA MARKETING

- Social Networking
- Press Releases
- Blogging / Classifieds
- Social Bookmarking
- Articles / Directories
- Forums / RSS Feeds

8. SEO TOOLS

- Keyword Density Analyzer Tools
- Yahoo Tools
- Text Tools
- Link Popularity Tools
- Site Tools
- Google Tools
- Bing Tools
- Comparison Tools
- Search Engines Tools
- Miscellaneous Tools